

## Abstract

The bachelor diploma thesis *Media reception of the Czech Lion 2015 – from nomination process to the announcement of the winners* occupies with reporting of the chosen Czech media outlets on the annual awards ceremony hosted by the Czech Film and Television Academy. The first part is focused on the history of the awards, especially on the Czech Lion 2014. There is mentioned the instant reception in the Czech daily press and the reporting on the two subsequent affairs. In the theoretical part there is a comparison of the terms "review" and "criticism" and there is also briefly mentioned the characterization of the methods of analysis based on the reference books.

In the main part the quantitative analysis was used to explore the frequency of the reception in the media outlets and also the variability of the media regarding the number of editors who had been concerned with this topic. The author also examined how had been the coverage in the printed press and on the news websites connected. With using the qualitative analysis he examined how negative or positive had the reactions of the editors been regarding the general concept of the Czech Lion Awards, the ceremonial or the potential affairs. There is also a comparison of the media reception of the Czech Lion 2014 and 2015.

The newspapers *Mladá fronta DNES*, *Lidové noviny*, *Hospodářské noviny*, *Právo* and *Blesk*, websites *iHNed.cz*, *iDNES.cz* and *novinky.cz*, weekly magazines *Respekt* and *Reflex* and the specialized cinematographic magazine *Cinepur* were used for the research of the media reception of the Czech Lion Awards. *Blesk* did not bring any evaluation of the Czech Lion, therefore is its content summarized in the appendix only.